## **ORDER**

Orders Order / Rev: 104411 06832078 Alt Order #: Product Desc: HELLER FOR SENATE Estimate: Flight Dates: 09/12/12 - 09/18/12 Primary AE: Amy McCreary Original Date / Rev: 07/18/12 / 07/18/12 Sales Office: **BLPHI** Order Type: **GENERAL** Sales Region: National Agency Name: Strategic Media Services, Inc. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3299 K St. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Heller, Dean for U.S. Senate Name: Demographic: A35+ New Business Thru: **Product Codes:** PLC01 00:15:00 Order Separation: Priority: SELECT PRIORITY CODE Advertiser External ID:

Rill	Dian	

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/18/12	78	\$43,625.00	\$37,081.25

## Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	78	\$43,625.00	\$37,081.25	0.00
Totals	78	\$43 625 00	\$37 081 25	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	29%	\$43,625.00
Market	100%	\$150,431.03

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$39,112.07
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$27,077.59
KTUD	1%	\$1,504.31
KVVU	24%	\$36,103.45
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,008.62

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tin	ne Days	Len Spe	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/12/12	09/14/12	M-F 5-6a WakeUp	w/Wa@M	5-6a	WTF	:30	3	\$185.002	0.00 NM	3	\$555.00
				M-F 5-6a WakeUp	w/Wagners								·
	NEWS			•	_								
	Sta	rt Date	End Date	Weekdays 5	Spots/Week	Rate	Rating						
٧	/eek: 09/	10/12	09/16/12	WTF	3	\$185. <b>0</b> 0	0.00						

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KSNV

Order / Rev; Alt Order #: \*

Flight Dates:

104411

06832078

09/12/12 - 09/18/12

Product Desc:

Advertiser:

Heller, Dean for U.S. Senate

HELLER FOR SENATE

Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/12/12	2 09/14/12	M-F 5-6a WakeUp	-	5-6a	WTF	:30	3	\$185.002	0.00 <b>NM</b>	3	\$555.00
	NEWS			M-F 5-6a WakeU <sub>l</sub>	p w/vvagners								
		t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	eek: 09/		09/16/12 2 09/18/12	WTF M-F 5-6a WakeUp	3 . w/\//-@\/	\$185.00 5-6a	0.00 MT	:30	2	\$185.002	0.00 NM		0070.00
L 6	NOIW	00/1//12	2 03/10/12	M-F 5-6a WakeU	-	J-0a	M(1	.50	2	\$100,002	O.OO INIVI	2	\$370.00
	NEWS	t Data	End Data	Mackeleye	Cunto Atlant	D-4-	Datin -						
W	<u>اعدد</u> '/eek: 09	<u>t Date</u> I7/12	End Date 09/23/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$185.00	Rating 0.00						
E 3	KSNV	09/17/12	2 09/18/12	M-F 6-7a WakeUp	_	6-7a	MT	:30	2	\$450.002	0.00 NM	2	\$900.00
	NEWS			M-F 6-7a WakeU	p w/Wagners								
		t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	eek: 09/		09/23/12	MT	2	\$450.00	0.00						
E 4	KSNV	09/12/12	2 09/14/12	M-F 6-7a WakeUp M-F 6-7a WakeU	-	6-7a	~-WTF	:30	3	\$450.002	0.00 NM	3	\$1,350.00
	NEWS			o ra rranco									
10/	<u>Staı</u> 'eek: 09/	<u>t Date</u>	End Date 09/16/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$450.00	Rating 0.00						
-			2 09/14/12	Today Show	CM	658a-9am	WTF	:30	3	\$550.002	0.00 NM	3	\$1,650.00
				Today Show						,,,,,,,			41,000.00
	TODAY Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 09/		09/16/12	WTF	3	\$550.00	0.00						
E 6	KSNV	09/17/12	2 09/18/12	Today Show	CM	658a-9am	MT'	:30	2	\$550.002	0.00 NM	2	\$1,100.00
	TODAY			Today Show									
		t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	eek: 09/		09/23/12	MT M-F Today Show	11 3rd LOM	\$550.00 9-10a	0.00 -T	:30	- 4	£200 002	0.00 NM	4	4000 00
L 1	ROITV	09/10/1/	2 09/10/12	M-F Today Show		9-10a	-1	.30	1	\$200.002	0.00 NM	1	\$200.00
	TODAY		Find Data	10/	0	Б.	<b>5</b> (						
W	<u>5ta</u> ′eek: 09/	<u>t Date</u> 17/12	End Date 09/23/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
E 8	KSNV	09/12/1	2 09/14/12	M-F Today Show		9-10a	W-F	:30	2	\$200.002	0.00 NM	2	\$400,00
	TODAY	li		M-F Today Show	II								
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	eek: 09/		09/16/12	W-F	2	\$200.00	0.00						
E 9	KSNV	09/12/1	2 09/14/12	M-F Today Show Today 4th Hour	III 4th Bini	10am-11am	WTF	:30	3	\$200.002	0.00 NM	3	\$600.00
	TODAY												
VA.	<u>Sta</u> /eek: 09/	<u>rt Date</u> 10/12	End Date 09/16/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$200.00	Rating 0.00						
				M-F Today Show		10am-11am	MT	:30	2	\$200.002	0.00 NM	2	\$400. <b>0</b> 0
	TODAY			Today 4th Hour									·
	TODAY Sta	าก rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	leek: 09/		09/23/12	MT	2		0.00						
E 1 <b>1</b>	KSNV	09/17/1	2 09/18/12	Noon News Noon News	СМ	12-1230pm	MT	;30	2	\$275.002	0.00 NM	2	\$550.00
	NEWS			Noon News									
1 4		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
<del></del>	/eek: 09/ KSNV		09/23/12 2 09/14/12	Noon News	CM 2	\$275.00 12-1230pm	0.00 WTF	:30	3	\$275.002	0.00 NM	3	\$825,00
		<b></b> .		Noon News	<b>~</b>	.2 .200piii		.00	J	Ψ=10.002	O.OO INIVI		ψυΖυ,Ψυ
	NEWS Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
v	leek: 09/		09/16/12	WTF	3		0,00						
E 13	KSNV	09/12/1	2 09/14/12		CM	3-4p	WTF	:30	3	\$300.002	0.00 NM	3	\$900.00

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Order / Rev:

104411

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #: 1

06832078

Product Desc:

HELLER FOR SENATE

Flight Dates:

09/12/12 - 09/18/12

Estimate:

KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
			Dr. Phil Dr Phil									
PHIL Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week: 09/1	0/12	09/16/12	WTF	3	\$300.00	0.00						
E14 KSNV	09/17/1	2 09/18/12	Dr. Phil Dr Phil	СМ	3-4p	MT~~~~	:30	2	\$300.002	0.00 NM	2	\$600.00
PHIL		, ,,,		0 ( 844 )	<b>.</b>	-						
Star //Week: 09	<u>t Date</u> 17/12	End Date 09/23/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$300.00	<u>Rating</u> 0.00						
E15 KSNV	09/17/1	2 09/18/12	NEWS 3 at 4 (1 I	•	4-5pm	MT	:30	2	\$350.002	0.00 NM	2	\$700.00
NEWS			4PM NEWS (1 ho	our)	(4:00 PM-4:3	U PIVI)						
<u>Star</u> Week: 09/	t Date 17/12	End Date 09/23/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$350.00	Rating 0.00						
E16 KSNV			NEWS 3 at 4 (1 I		4-5pm	WTF	:30	3	\$350.002	0.00 NM	3	\$1,050.00
NEWS			4PM NEWS (1 ho	our)	(4:00 PM-4:3	0 PM)						
<u>Sta</u>	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12 2 09/14/12	WTF NEWS 3 at 4 (1 I	HOURICM	\$350.00 4-5pm	0.00 WTF	:30	3	\$450.002	0.00 NM	3	\$1,350.00
	00/12/1	_ 00// // //	4PM NEWS (1 ho		(4:30 PM-5:0		.00	Ŭ	ψ 100.00£	0.00 11.11	Ū	ψ1,000.00
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	WTF	3	\$450.00	0.00						
E18 KSNV	09/17/1	2 09/18/12	NEWS 3 at 4 (1 l 4PM NEWS (1 he		4-5pm (4:30 PM-5:0	MT 0 PM)	:30	2	\$450.002	0.00 <b>N</b> M	2	\$900.00
NEWS	d Dete	Paul Data										
<u>Stal</u> Week: 09/	<u>rt Date</u> 17/12	End Date 09/23/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$450.00	Rating 0.00						
E 19 KSNV	09/17/1	2 09/18/12	M-F Early News	СМ	5-630p	MT	:30	4	\$725.002	0.00 NM	4	\$2,900.00
NEWS			M-F Early News									
<u>Sta</u> Week: 09/	rt Date 17/12	End Date 09/23/12	<u>Weekdays</u> MT	Spots/Week 4		Rating 0.00						
,			M-F Early News	СМ	5-630p	WTF	:30	6	\$725.002	0.00 NM	6	\$4,350.00
NEWS			M-F Early News									
<u>Sta</u>	rt Date		<u>Weekdays</u>	Spots/Week		Rating						
Week: 09/ E 21 KSNV		09/16/12 12 09/14/12	WTF M-F Jeopardy	6 CM	\$725.00 630-7pm	0.00 WTF	:30	3	\$725.002	0.00 NM	3	\$2,175.00
			M-F Jeopardy					_	*/		-	<del>+-</del> ,
JEP <u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/16/12	WTF	3		0.00	-00		4705.000	0.00.104		<b>64 450 00</b>
E 22 KSNV	09/17/	12 09/18/12	M-F Jeopardy M-F Jeopardy	СМ	630-7pm	MT	:30	2	\$725.002	0.00 NM	2	\$1,450.00
JEP Sto	rt Date	End Date	Weekdays	Spots/Week	Pata	Rating						
Week; 09/		09/23/12	MT	2		0.00						
E 23 KSNV	09/17/	12 09/18/12	M-F Wheel M-F Wheel of Fo	CM	7-730pm	МТ	:30	2	<b>\$</b> 725. <b>0</b> 02	0,00 NM	2	\$1,450.00
WHEEL												
<u>Sta</u> Week: 09/	<u>rt Date</u> 17/12	End Date 09/23/12	<u>Weekdays</u> MT	Spots/Week		Rating 0.00						
E 24 KSNV				СМ	7-730pm	WTF	:30	3	\$725.002	0.00 NM	3	\$2,175.00
WHEEL	-		M-F Wheel of Fo	ortune								
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u> wTF	Spots/Week		Rating						
Week: 09/ E25 KSNV		09/16/12 12 09/14/12		CM	\$725.00 730-758pm	0.00 WTF	:30	3	\$400.002	0.00 NM	3	\$1,200.00
										•		

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**KSNV** 

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Order / Rev:

104411

09/12/12 - 09/18/12

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #: Flight Dates: 06832078

Product Desc:

HELLER FOR SENATE

Estimate:

Break Start/End Time Ln Ch Start End Inventory Code Davs Len Spots Rate Pri Rtg Type Spots Amount Face to Face w/ Raiston Face to Face w/ J.Ralston FACE Start Date **End Date** Weekdays Spots/Week Rate Rating --WTF--Week: 09/10/12 09/16/12 \$400.00 0.00 E 26 KSNV 09/17/12 09/18/12 Face to Face w/ RaistonCM 730-758pm MT----:30 \$400.002 0.00 NM 2 \$800.00 Face to Face w/ J.Ralston **FACE** Spots/Week Start Date Weekdays Rating End Date Rate 09/23/12 \$400.00 Week: 09/17/12 0.00 E 27 KSNV 09/13/12 09/13/12 M-F News 3 at Eleven CM 11pm-1135pm :30 \$750.002 0.00 NM \$750.00 M-F News 3 at Eleven **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/10/12 09/16/12 ---T---\$750,00 0.00 E 28 KSNV 09/17/12 09/17/12 M-F News 3 at Eleven CM 11pm-1135pm M----:30 \$750.002 0.00 NM \$750.00 M-F News 3 at Eleven **NEWS** Rating Start Date End Date Weekdays Spots/Week Rate M----09/23/12 0.00 Week: 09/17/12 \$750,00 11pm-1135pm E 29 KSNV 09/15/12 09/16/12 Sa-Su News 3 at ElevenCM ----SS :30 2 \$750.002 0.00 NM 2 \$1,500.00 Sa-Su News 3 at Eleven **NEWS** Start Date End Date Weekdays Rating Spots/Week <u>Rate</u> 09/16/12 ----SS \$750.00 0.00 Week: 09/10/12 E 30 KSNV 09/15/12 09/15/12 News 3 Sunrise - SATURIM 6a-7a ----S-:30 \$200.002 0.00 NM \$200.00 **News 3 Sunrise SATURDAY NEWS** End Date Spots/Week Start Date Weekdays Rate Rating Week: 09/10/12 09/16/12 ----S-\$200.00 0.00 E 31 KSNV 09/15/12 09/15/12 Sa-Su Early News CM 5pm-630pm ----5-:30 \$350.002 0.00 NM 2 \$700.00 Sa-Su Early News **NEWS** Spots/Week Rating Start Date End Date **Weekdays** Rate ----S-Week: 09/10/12 09/16/12 \$350.00 0.00 E 32 KSNV 09/16/12 09/16/12 Sunday Today CM 7a-8am ----S :30 \$625,001 0.00 NM 1 \$625.00 Sunday Today SUN TODAY Start Date **End Date Weekdays** Spots/Week Rating Rate Week: 09/10/12 09/16/12 ----S \$625.00 0.00 E 33 KSNV 09/16/12 09/16/12 NFL Football CM 1P-9PM ----S :30 1 \$8,000,002 0.00 NM \$8,000.00 NFL Football SNF Weekdays Spots/Week Rating Start Date End Date Rate Week: 09/10/12 09/16/12 ----5 1 \$8,000.00 0.00 E 34 KSNV 09/16/12 09/16/12 Sports Night in Las VegaGM Sun 1135p-1200a -----S :30 \$200.002 0.00 NM 1 \$200.00 Sports Night in Las Vegas SPORTS NIGHT Start Date End Date **Weekdays** Spots/Week Rate Rating ----S 09/16/12 \$200.00 Week: 09/10/12 0.00 Totals 78 \$43,625.00